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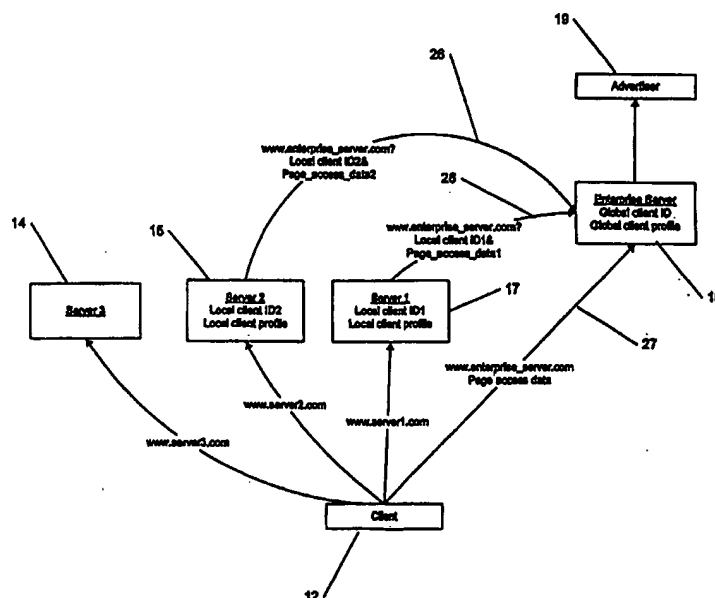
WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : G06F 17/30	A1	(11) International Publication Number: WO 99/44159 (43) International Publication Date: 2 September 1999 (02.09.99)
(21) International Application Number: PCT/US99/04166 (22) International Filing Date: 26 February 1999 (26.02.99) (30) Priority Data: 60/076,179 27 February 1998 (27.02.98) US 60/076,404 27 February 1998 (27.02.98) US Not furnished 26 February 1999 (26.02.99) US (71) Applicant: ENGAGE TECHNOLOGIES [US/US]; 100 Brickstone Square, Andover, MA 01810 (US). (72) Inventor: JAYE, Daniel; 100 Brickstone Square, Andover, MA 01810 (US). (74) Agents: KELLY, Edward, J. et al.; Foley, Hoag & Eliot, LLP, One Post Office Square, Boston, MA 02109 (US).		(81) Designated States: AU, CA, JP, KR, European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE). Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>

(54) Title: SYSTEM AND METHOD FOR BUILDING USER PROFILES



(57) Abstract

A computer apparatus and a method are described for establishing a global interest profile of a user. At least one local server and an enterprise server communicate with the user via a communication channel. The local server assigns a local ID to the user. The enterprise server assigns to the user a global ID and links the local ID and local user information with the global ID to form a global interest profile of the user. The identity of the users is not shared between servers, thereby maintaining the privacy of the user. Also described is a method for forming and updating user profiles that operates incrementally and in real time.